Look out ahead!

But they're some fun to know - Let's hop to the next page...

CUCKOO
HERE THEY ARE
CUCKOO

HALL OF FUN

MARY BOLAND
as the fuss-budget nutsy who wants liberty or a ticket to Reno!

HUGH HERBERT
as the eccentric publisher who prints comic sections because they make colorful fire hats!

FRANK McHUGH
of the meeky nut variety, who stays out of the light 'cause he's afraid of his own shadow!

CAROL HUGHES
as the kind who loves any kind of nuts . . . especially those that are cracked!

ALLEN JENKINS
as a tough nut—but he's safe—as long as they muzzle squirrels!

MISCHA AUER
as the mad monk-ey, who doesn't care who makes a living for him!

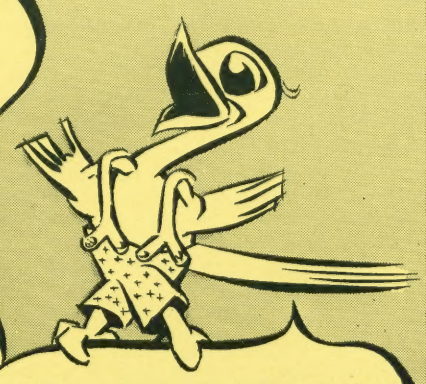
A CUCKOO CLOCK IS THEIR HOME SWEET HOME!

THEY'RE ALL FUGITIVES FROM A BRAIN GANG

THE BUGHOUSE COULDN'T HOLD THEM SO WE PUT 'EM IN THIS SHOW

"Marry the Girl"

with
Alan Mowbray • Teddy Hart
Directed by William McGann
A WARNER BROS. PICTURE



YOU'LL NEVER GET A COLLECTION OF COMEDIANS LIKE THIS AGAIN—
So Treat 'Em Right with Stuff and Things from the Following Pages

THEY'RE NUTSY BUT NICE!

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Believe It or Nuts!...Every One Is A Fugitive From A Brain Gang

(Lead-Off Story)

"Marry The Girl" Coming to Strand

Six Comedy Stars Head Cast Of Rollicking New Laugh Film Which Comes Here Next Week

"Marry The Girl," a rollicking farce-comedy into which Warner Bros. have put a wealth of funny players, has been booked as the next feature attraction at the ..... Theatre, and will have its opening on .....

Rarely does any movie have a cast including such top-rankers as Frank McHugh, Hugh Herbert, Mary Boland, Mischa Auer, Alan Mowbray, Allen Jenkins, Carol Hughes, Olin Howland, Teddy Hart, Hugh O'Connell, Charles Judels and Louise Stanley.

These, plus a director who specializes in comedy—William McGann, whose most recent work was "Penrod and Sam"—made the most of the opportunities afforded by a very witty screen play adapted by Sig Herzig, Pat C. Flick and Tom Reed from a novel by Edward Hope.

The tale begins in the offices of a big newspaper syndicate (a setting brand new to the screen), progresses to a sanitorium conducted by a balmy psychiatrist, and includes more or less "teched in the haid" writers, cartoonists, editors, authors and the like, to say nothing of a couple of gangsters. The possibilities are obvious.

Hugh Herbert is the head of the syndicate and has ample opportunities to use his fluttering hands and coo-coo laugh. But the real brains of the organization is his strong-minded sister, Miss Boland.

McHugh is a poor editorial drudge who's in love with the pretty niece of the big shots—Carol Hughes. Jenkins and Hart are the gangsters, as might be supposed, and most of the other members of the cast are the artistically temperamental contributors to the syndicate.

McHugh Kids Set For College

Frank McHugh, star of "Marry The Girl," a Warner Bros. farce-comedy, has just worked his way through three college educations. They were not his own—they will be those of his offspring.

During the past year the comedian, most of whose own education was obtained in the University of Hard Knocks, has made arrangements for the academic futures of the young McHugh's—Susan, Peter, and Michael, 6, 8 and 2 years old, respectively.

They have a while to wait before they matriculate at college, but they're all set for it as a result of the annuities Papa Frank has salted away for that purpose.

McHugh's reasons for looking so far into the future boils down to "One never knows what is going to happen unless you fix it." His years of trouping before he became a Hollywood star taught him that living for today only is a bad thing when children are involved.

"Marry The Girl," which opens at the ..... Theatre on ....., is a rollicking farce-comedy presented by an outstanding cast of talented and famed fun-makers. Among them are McHugh, Hugh Herbert, Mary Boland, Mischa Auer, Carol Hughes, Allen Jenkins, Olin Howland, Alan Mowbray, Teddy Hart and Charles Judels.

Herbert Has A 30-YearRecord

Hugh Herbert is said to be able to make a stone face giggle.

At least, there is no recorded example of laugh-resistance when the comedian sells a funny line or incident.

Herbert has cultivated his sense of humor—and the public's—for well over thirty years. It has been his recreation as well as his bread and butter.

"Listen," he said on the set of Warner Bros.' "Marry The Girl," in which he appears with Mary Boland, Frank McHugh and an all-star comedy cast, "the most valuable thing in the world is to make people laugh.

"Sure, they like to have a good cry every once in a while. That's reaction to trouble and worry and all the other ills the human race has to carry. But when it comes to the thing that everybody wants you'll find it's a laugh."

"Marry The Girl," in which Hugh has a leading role, comes to the ..... Theatre, on .....

Mat No. 102—10c

Hugh (Woo-hoo) Herbert hits a new high in laugh-getting as the screwy publisher who talks to himself whenever he wants some sane conversation in "Marry the Girl," coming to the..... Theatre on .....

Mat No. 201—20c

Carol Hughes and Frank McHugh are that way about each other in "Marry the Girl," now at the.....Theatre.

• REVIEW •

"Marry The Girl" Packed With Laughs; All-Star Comedy Cast Gives Season's Most Rollicking Movie Performance

Every so often along comes a movie so amusing that no one can help laughing at it from beginning to end. And into such a category falls "Marry The Girl," the Warner Bros. farce-comedy which had its first local showing yesterday at the ..... Theatre.

The carelessly-used word "howling" fits it exactly. Or, at least, it describes the condition of the audiences which saw this uproarious presentation.

To begin with, the story itself is funny. Then, look at the cast of laugh-getters that portrays it—Frank McHugh, Hugh Herbert, Mary Boland, Carol Hughes, Mischa Auer, the Gorilla Man, Allen Jenkins, Olin Howland, Hugh O'Connell, Alan Mowbray and Teddy Hart, among others.

"Marry The Girl" has a novel setting — the offices of a great newspaper syndicate. This is presided over by Hugh Herbert, who is obviously a nut, and his sister, Miss Boland, who is the brains of the outfit.

Frank McHugh is general handyman of the organization. He has three jobs to do as the picture opens — he has to get Hugh O'Connell, the syndicate's best cartoonist, on the water-wagon and back to work; he must induce Alan Mowbray, an eccentric writer on psychiatry, to sign a new contract; and — most important of all—he must prevent the marriage of Carol Hughes (whom he himself loves) to Mischa Auer.

All hands wind up in the crazy psychiatrist's sanitorium before McHugh is half-way through his triple task.

But it all works out smoothly, with Frank winning the girl, the syndicate restored to businesslike order, and everyone happy.

"Marry The Girl" was directed by William McGann.

CAST OF CHARACTERS

Ollie Radway	Mary Boland
David Partridge	Frank McHugh
John B. Radway	Hugh Herbert
Virginia Radway	Carol Hughes
Specs	Allen Jenkins
Dimitri	Mischa Auer
Dr. Stryker	Alan Mowbray
Michael Forrester	Hugh O'Connell
Bill	Teddy Hart
Jasper	Tom Kennedy
Buster	Dewey Robinson
First Southerner	Olin Howland
Second Southerner	Arthur Aylesworth
Drake	William Davidson
Andre Victor Antoine Descate	Charles Judels
Happy Elmer	Irving Bacon
Third Southerner	Louis Mason
Partridge's Secretary	Louise Stanley
Radway's Secretary	Bess Flowers

PRODUCTION STAFF

Director	William McGann
Screen Play by	Sig Herzig, Pat C. Flick, Tom Reed
Novel by	Edward Hope
Photographed by	Arthur Todd, A.S.C.
Film Editor	Warren Low
Dialogue Director	Hugh Cummings
Art Editor	Max Parker
Gowns by	Howard Shoup

(Opening Day Story)

Hugh Herbert Heads Big Cast In Laugh Hit

Frank McHugh, Mary Boland In 'Marry The Girl'

About as many laugh-winning players as Warner Bros. had on their own lot or could rally from outside sources were poured into "Marry The Girl," the wild and hilarious farce-comedy which has its local premiere today at the ..... Theatre.

Frank McHugh, for example, who recently wowed audiences with his "Oiwin" in "Three Men On a Horse"; Carol Hughes, who was Frank's weepy wife in that same show; Hugh Herbert, fresh from his great triumph in "Sing Me a Love Song"; Mary Boland, long famed on stage and screen; Mischa Auer, the gorilla-man of "My Man Godfrey"; Allen Jenkins, Teddy Hart, Hugh O'Connell, Olin Howland and a dozen more.

"The goofiest, nuttiest show I ever saw, let alone directed," says William McGann, who guided the making of the picture.

That's probably right, according to preview reports of "Marry The Girl." It has to do with a big newspaper syndicate, whose writers, cartoonists, artists and the like are all—to say the least—temperamentally eccentric.

The head of this is Hugh Herbert, most eccentric of all. His man-of-all-work is Frank McHugh, and his sister, the brains of the establishment, Miss Boland. Carol Hughes is their neice, who averages a love affair a week, and finally marries the man who helped her with all of them.

Stage Comic Signs For Films

Hugh O'Connell, one of Broadway's most popular comedians, is no longer a free lance player. After seeing him in his latest film, "Marry The Girl," in which he worked for Warner Bros., the studio's executives persuaded him to sign a long term contract. The picture is now showing at the ..... Theatre.

O'Connell has been commuting between Hollywood Boulevard and Broadway for the past couple of years. Now he will have a permanent home in the film center and use New York as vacation headquarters except under special dispensation to appear in an occasional play.

O'Connell, who plays the part of an intoxicated cartoonist in "Marry The Girl," began his career on the stage as a "heavy." His only trouble was getting laugh reactions in the wrong places. An astute director saw O'Connell's possibilities, and a comedian was born!

"Marry The Girl" includes such famous fun-makers as Hugh Herbert, Mary Boland, Frank McHugh, Mischa Auer, Carol Hughes and Alan Mowbray in its cast.

A Cuckoo Clock Is Home Sweet Home To This Collection of Comedy Stars

Hugh Croons In New Style

Hugh Herbert, movie comedian, became somewhat proficient on the harmonica during the production of "Marry The Girl," the Warner Bros. farce-comedy now at the ..... Theatre. His next step, he says, will be to become a crooner.

"I have always wanted to be a crooner," Hughie declares, "I think crooning is a fine profession. It has scope. Think of what it would mean to millions of women if I were on the air as a crooner.

"If I crooned from where they could see me I'm afraid my face would spoil the effect of 'Red Sails in the Sunset'. They would be thinking of 'Red Nose in the Morning' instead of how fine I was crooning to them. As a result I always have to do my crooning in the dark or in a radio studio where nobody can see me.

"I would not limit my crooning to ballads, but I would croon everything. I am working now on a 'croon' arrangement of 'Kamenoi Ostrow' by Anton Rubinstein. You see, I believe that crooning has not reached its fullest development so far and will not until there is 'symphonic crooning'.

"My voice is improved enough so that I am encouraged about my crooning. I am now able to match, croak for croak, the bullfrog in the pond back of my home. I am studying now with a crow and it should not be long before I have achieved my ambition to croon so well that Rudy Vallee will be very glad he has a saxophone to fall back on."

Mat No. 103—10c

Frank McHugh, as the downtrodden mouse who suddenly becomes a man, is one of the comedy highlights of the season's newest laugh hit, "Marry the Girl" which comes to the..... Theatre on.....

History At Alan's Parties

Alan Mowbray, the film actor, refuses to give a party unless it celebrates something. His latest, given one Saturday night after he got through with the day's work in "Marry The Girl," the Warner Bros. farce-comedy now at the ..... Theatre, celebrated the release of General Chiang Kai-Shek in China by bandit kidnapers.

His next will celebrate the invention of the printing press in the 15th century.

Shotgun Stops Film Wedding

Ever since somebody thought of the "man bites dog" line there have been many definitions of news.

The latest comes from "Marry The Girl," the Warner Bros. farce-comedy, with Mary Boland, Frank McHugh, Hugh Herbert, Mischa Auer and others in the leading roles, which is now showing at the ..... Theatre.

A shotgun is one of the items on the film's list of properties. It is used to stop a wedding instead of to start one. "That gives us a new idea of news," says McHugh. "When they use a shotgun to STOP a wedding—that's first-page stuff!"

Hugh Herbert Pays Off Old Train Ticket Debt

Hugh Herbert just paid off an old debt the other day and now is completely happy.

Years ago Hugh was stranded in Olean, N.Y. After paying a two dollar hotel bill and getting a fifteen-cent breakfast, he walked down to the railroad station. There an agent listened to his tale and then bought a ticket for the nineteen-year-old Hugh to get back to New York.

A number of times after that the popular comedian tried to get in touch with his benefactor only to learn that he had moved away.

The other day on the set of "Marry The Girl," the comedy now at the ....., Hugh noticed a familiar face among the extras. Engaging him in conversation, Hugh was surprised to learn that it was the agent.

The old man's one desire was to go back to his home town of Olean. Hugh presented the man with an envelope the next day which contained beside a ticket back to Olean a tidy sum.

Only Hue and Cry Missing

There are three Hughs (Herbert, O'Connell and Cummings), one McHugh (Frank), and one Hughes (Carol), in "Marry The Girl," the Warner Bros. farce-comedy now showing at the ..... Theatre. Then there is an Alan Mowbray and an Allen Jenkins. There was plenty of confusion while the picture was being made.

Music Proposal For Actress

Carol Hughes, appearing in the all-star comedy cast of "Marry The Girl" at the ..... Theatre, received a unique proposal of marriage from Mazatlan, Mexico.

It was in the form of a "paso doble flamenco," traditional Mexican type of musical composition, written by one Luis Estevane, dedicated to her and titled "Carol Hughes." The lyric of the song is the rhymed proposal of marriage.

The beautiful brunette comedienne, however, is unable to consider the musical marriage proposal since she was already married.

"Marry The Girl," featuring also Frank McHugh, Hugh Herbert, Mary Boland, Mischa Auer, Allen Jenkins and others, was directed by William McGann.

Mat No. 202—20c

RIGHT, IT IS NOW EXACTLY—TUESDAY! agree Hugh Herbert (left), Frank McHugh, and Mary Boland—the three ace comedians in a scene from "Marry the Girl," now playing at the..... Theatre.

• THE STORY •

A great newspaper syndicate is presided over by John Radway (Hugh Herbert) and his sister Ollie (Mary Boland).

Radway himself is more than eccentric—he gives the impression he is "tetched in the haid." It is evident that the syndicate would go to pot if his strong-willed sister didn't attend to the important phases of the business. It is she who hires and fires, keeps the writers and artists on their toes, gives and cancels contracts.

Partridge (Frank McHugh) is general office mouse, the man whose secretarial job to the Radway's includes personal errands and family affairs. When the Radway's fire Drake, their managing editor, they appoint Partridge in his place.

His first job is to get Dr. Stryker (Alan Mowbray), a writer-psychiatrist and sanatorium owner, to sign a new contract, which he doesn't want to do. He has also to get Michael Forrester (Hugh O'Connell), the syndicate's best cartoonist, on the water wagon and into line.

As an added duty, the meek Partridge is held responsible by the Radway's for the prevention of matrimony in the case of Virginia, their neice, (Carol Hughes), who gets a different crush every week. Her current passion is a Russian, Dimitri (Mischa Auer) who is assistant to the chief cartoonist.

Partridge's attempt to crack up the romance between Dimitri and Virginia is made no easier by the fact that he himself is secretly in love with her. She treats him as an uncle and asks his help in her love affair with the Russian. "Party" says he will help, but he racks his brain for an idea to prevent the marriage.

Through a mix-up, John Radway, Ollie, Virginia, Dimitri and "Party" find themselves in Dr. Stryker's sanitorium, where Forrester is taking the cure for the "shakes." Further mix-up puts Radway down as a patient: "Party" sees an opportunity to stave off the marriage of Virginia and Dimitri by having her confined as a patient.

In her anxiety to marry the mad Russian, Virginia asks "Party's" aid again in an elopement and escape from the place. He substitutes himself and it winds up with everybody believing that he has kidnaped Virginia. Alarms are broadcast all over the country. Eventually Virginia and "Party" find haven in a disreputable road-house where gangsters see them and think "Party" is a member of the Detroit Purple Gang.

The gangsters, (Allen Jenkins and Teddy Hart), decide to hold the girl for ransom and to even an old score with Lefty Louie, for whom they mistake the mild "Party." In a final moment of courage, "Party" tells the girl what he had tried to so many times before—that he loves her. Meanwhile she realizes that she is not so much in love with the Russian artist. A final burst of courage on "Party's" part captures the gangsters and convinces Virginia that she really loves him. Meanwhile Ollie, the acid Radway spinster sister, has fallen for Dimitri, who of course, is attracted by her money.

Since Dr. Stryker hadn't signed his contract Ollie gives Dimitri the job, changing it to problems of the heart instead of the mind. "Party" gets his courage up and publicly tells everybody that he is going to marry Virginia.

OFFICIAL BILLING

Warner Bros.	**40%**
Pictures, Inc. present	
Mary Boland—Frank McHugh	**85%**
Hugh Herbert—Carol Hughes	**85%**
Allen Jenkins—Mischa Auer	**85%**
in	
MARRY THE GIRL	**100%**
with	
Alan Mowbray—Teddy Hart	**60%**
Directed by William McGann	**25%**
A Warner Bros. Picture	**20%**

Length ..... 6110 ft.

Running Time ..... 68 min.

Carol Hughes Is A Rare Comedienne

Beautiful Girls Seldom Good At Comedy Roles

Beautiful comediennes are rarer than that well-known day in June. It's usually the girls with the funny faces who register the most laughs on the screen.

"There haven't been half a dozen truly beautiful comediennes in movies within my years of Hollywood experience," said William McGann, who directed "Marry The Girl," the Warner Bros. farce-comedy which will come to the ..... Theatre on .....

"Most comediennes have 'character' faces," the director continued. "Martha Raye, for instance, is best-known for a mouth that almost matches Joe E. Brown's. Edna May Oliver, one of the screen's finest, is associated with a wry sort of face. Patsy Kelly's Irish pan is a laugh in itself.

"Carol Hughes, on the other hand, who appears in this picture opposite Frank McHugh, is both a first-rate comedienne and a beautiful girl.

"There is no special reason for the rarity of beautiful comediennes, I suppose, except that beautiful girls prefer to play out-and-out romantic roles. I think, however, that her beauty and comedy talents give Miss Hughes a versatility advantage. She can do straight romantic leads or straight comedy or both together in romantic comedy, which is the classification of "Marry The Girl."

"Marion Davies is probably the leading example the screen has of the beautiful comedienne. She has become famous, in fact, as just about the most beautiful comedienne in the world, having a comedy sense that isn't generally associated with such beauty.

"Mary Boland, who is in "Marry The Girl" with McHugh and Miss Hughes, is another of the screen's handful of handsome comediennes."

McGann believes that it is difficult for beautiful women to be comediennes because they must forget their beauty frequently in carrying out comedy action and dialogue. They must play for comedy, allowing their beauty to be incidental to their roles.

"I can't imagine anything more difficult for a beautiful woman to do," says McGann, "than to consider her beauty as a mere incidental thing. It just isn't average femininity."

"Marry The Girl" is a rollicking farce-comedy presented by an outstanding cast of talented and famed fun-makers. Among them are McHugh, Hugh Herbert, Miss Boland, Mischa Auer, Miss Hughes, Allen Jenkins and many others.

Ancient Gown For Beauty

Louise Stanley, Warner Bros. beauty prominently cast in "Marry the Girl," now showing at the ..... Theatre, recently received from her home in Springfield, Ill., the wedding dress worn by her grandmother, Louisa Todd, sister of Abraham Lincoln's wife.

They're on Strike for Bigger and Better Muzzles on Squirrels

Six Comedians Star In Hilarious Movie

Galaxy of Comedians Add Own Gags to Script Writers' For "Marry The Girl" Film

If the production schedule didn't insist, motion picture comedies would never be finished.

There is less routine in the writing and filming of screen comedies than any other branch of the business. The matter of laughs is a ticklish one. Funny people and funny business are both difficult to control.

Accordingly, if the players in "Marry The Girl," Warner Bros.' all-star comedy with Frank McHugh, Mary Boland, Hugh Herbert, Carol Hughes, Alan Mowbray, Mischa Auer, Allen Jenkins, Hugh O'Connell and a dozen other luminaries of filmland humor, had their way, the film would still be in production.

"Marry The Girl," as it is, has an unusual high humor content, say the Wise Men of the West. It comes to the ..... Theatre on ..... As the picture progressed on the Warner Bros. sound stages, some one or other of the players or personnel connected with the film would pop up with a new gag.

It would seem a shame to let it go, but too many changes and additions would lengthen the production schedule to a point longer than the Beard of the Prophet.

Allen Jenkins

Mat No. 106—10c

In producing comedies the mental hazard facing the producers is the five-letter word which spells "l-a-u-g-h." The question is whether a bit of action, a line of dialogue, or a facial expression will get a laugh from the audience.

The comedy isn't funny until it has been howled at in a preview. That is the only gauge producers have before they release a film. Everybody on the set may have laughed all the way through the production of a comedy but it may flop with a very dishearteningly dull thud at the preview.

On the other hand, nobody may have thought another comedy to be so very funny as it was being produced, only to discover that the audience laughs so much during the preview that the laughs overlap each other and obscure parts of the dialogue.

Generally, however, when the cast, as in the case of "Marry The Girl," features a galaxy of old can be fairly certain of getting a fair degree of entertainment out of it. That is why film moguls, when they produce comedies, endeavor to secure as many important comedians as they can for their casts.

That was the way Warner Bros. went about producing "Marry The Girl." It was so full of the leading Hollywood laugh-getters that there was little chance for other producers to film an all-star comedy during that time.

With a cast like the one in the picture, the scenes were like parties.

Fifteen Comics In Single Film

The use of fifteen of Hollywood's leading comedy players—gathered from the home stulio roster, other studios and free lance ranks—gave Warner Bros. a virtual monopoly on that bracket of actors during the production of "Marry The Girl," in which Mary Boland, Frank McHugh and Hugh Herbert have the leading roles.

Warners contributed their own Frank McHugh, Hugh Herbert, Carol Hughes, Allen Jenkins, Teddy Hart and Louise Stanley. Other studios contributed Miss Boland, Mischa Auer and Alan Mowbray.

The free lance representatives were Hugh O'Connell, Charles Judels, Olin Howland, Irving Bacon, Arthur Aylesworth and Louis Mason. O'Connell, however, is no longer a free lance, having been signed to a Warner Bros. contract at the completion of shooting on "Marry The Girl." The picture comes to the ..... Theatre on .....

The fifteen featured players who participate in the new comedy comprise one of the largest casts of its kind in Hollywood history. The only "straight" actor in the film is William Davidson and even his role is tinged with comedy.

"Straight Relief" Is Used In Comedy

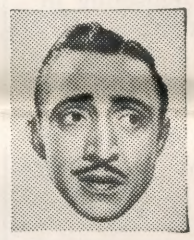
Everybody knows what comedy relief is. But when Director William McGann announced that for "Marry the Girl," now playing at the.....Theatre, he got to have a contrast." He would need an actor for "straight relief," he was greeted by a good many blank faces.

"We've got to have somebody in the picture that doesn't get any laughs—somebody who's deadly serious," he explained. With a cast like this one — Hugh Herbert, Mary Boland, Frank McHugh, and the rest of them, we've got to have a contrast. "He chose William Davidson, a veteran character actor, and poor Mr. Davidson had to be serious."

Mischa Auer Is Surrealist Now

Mischa Auer, who has come into his own as a film comedian following his work in "Marry The Girl," now playing at the.....Theatre, is also, it has just been revealed, no mean exponent of surrealism.

As a slightly mad Russian artist, Auer is supposed to paint some extremely peculiar pictures.



Mischa Auer

Mat No. 104—10c

Accordingly there were provided half a dozen "property" canvases for the garret.

The paintings were supposed to be bad and very modernistic.

Everybody in the cast wanted to know who painted the pictures. Auer confessed that he had asked permission of the art director to paint the pictures.

Joke Thefts Avoided In "Marry The Girl"

To Insure Novelty of Film Gags No Vistors Allowed On Set While All-Star Comedy Was Made

There is no such thing as "gag insurance," but it is a very simple thing for movie studios to hang out a "No Visitors" sign.

That is what happened at Warner Bros. on certain sequences of "Marry The Girl," the all-star comedy with Frank McHugh, Mary Boland, Hugh Herbert, Allen Jenkins, Carol Hughes, Mischa Auer, Alan Mowbray and still others of the comedy personnel of Hollywood.

Producers have discovered that too many times in the past comedy situations especially written for specific films had been broadcast on the air, used in vaudeville, used in newspaper columns and generally given wide currency long in advance of general release of the picture. As a result, when the movie in which the "gags" originated was shown it wasn't funny any more and the laughs didn't come because it was "old stuff."

To prevent gag piracy on "Marry The Girl," which comes to the ..... Theatre on ....., and which is full of gag lines and comedy situations, visitors were barred from the set during the making of the "key" scenes. The cast and the production crew

Mary Boland

Mat No. 105—10c

were asked not to "give away" the "punch lines" and there was no retailing of laughs from the picture over Brown Derby tables.

"We don't mean to be inhospitable," said Director William McGann, "but we thought it's better business to save the laughs for the theatre when the picture is released. Audiences will enjoy the film more if the edge of the humor hasn't been taken off by constant repetition of the jokes in it.

"So we had to hang out the 'No Visitors' sign."

Although hardly regarded as such, "gags" from a movie are like the plans of any industrial or manufacturing company.

"Marry The Girl" is a rollicking farce-comedy presented by an outstanding cast of talented and famed fun-makers. Heading the list of laugh-getters are Frank McHugh, the star of that recent laugh hit, "Three Men On A Horse," Carol Hughes who played his weepy wife in the same production; Hugh Herbert who scored such a comedy triumph as himself and his three brothers in "Sing Me a Love Song"; Mary Boland, recently seen in "College Holiday"; Mischa Auer who played the drunken count in "Three Smart Girls." And you remember Allen Jenkins and Teddy Hart who each played a third of the title role in "Three Men On a Horse." Then there are Alan Mowbray, Hugh O'Connell and a host of others.

Frank Startled By Star Roles

Frank McHugh, star of the Warner Bros. farce-comedy, "Marry The Girl," says that stardom for him was unsought and a big surprise.

"After playing around New York, in the sticks, in stock, in just about every form of show business and keeping busy as an actor instead of a star, I held on to the same principle when I came to Hollywood. I decided, after seeing them rise and fall, that the rank of a featured player who keeps busy is much more satisfactory than stardom which doesn't take for long.

"Flattering as it would have been at any time to be hailed as a star, I disciplined myself not to think of such things. It would be a lot better, I thought to myself, if time brought stardom.

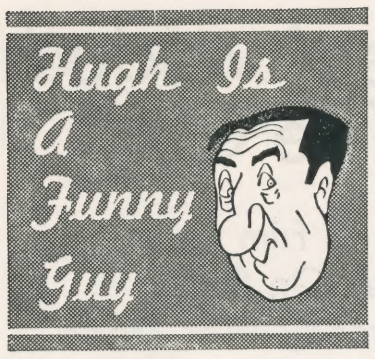
"Even so I didn't really expect to be a star. So I was plenty surprised when they told me I was a star from 'Three Men on a Horse' on, and cast me as a star of 'Marry The Girl'."

"Marry The Girl," opens at the ..... Theatre on ....., with Hugh Herbert, Mary Boland, Mischa Auer and others.

Mat No. 301—30c

YOU'D BETTER 'MARRY THE GIRL'—(Left to Right) Alan Mowbray, Hugh Herbert, Mary Boland, and Mischa Auer tell Frank McHugh, while Carol Hughes looks as though she likes the idea very much. The six comedians are starred in "Marry the Girl," which comes to the ..... Theatre on .....

Half of Them Are Crazy To Marry — And The Other Half Are Just Crazy!



Why look through the open door when you can peep through the key-hole? That's the professional way!

"I don't hear a thing—I guess nobody's home." Well, he's more than half right.

He had to have the comic section immediately—so that he could make a fire hat out of it.

When you hear the gong it will be exactly midnight — and there'll be plenty of stars.

Posed by Hugh Herbert and other members of "Marry the Girl," now at the.....Theatre.

Special price of 10c on these four mats of pictures and head (not type)—Order No. 101-B.

Mischa Auer Aped Way To Comedy

Mischa Auer, who has one of the leading roles in the all-star Warner Bros. farce-comedy "Marry The Girl," which is now on view at the ..... Theatre, found a chandelier to be the turning point in his career.

He was hanging from it!

Up until he did his famous gorilla-man act on the screen in "My Man Godfrey," Auer, who is of the Russian intelligentsia, had been confined to heavy roles on the screen.

He was a villain of one kind and another, a spy, a prisoner of war, a Russian soldier, many things, but never a comedian.

To compensate for the repression of his comic urge Auer developed a gorilla-man routine which was always in demand at parties. But he never got a chance to do comedy on the screen until Gregory LaCava saw him do that act at a party. He was signed for a comic almost on the spot.

Since that time he has been a comedian on the screen, and his salary has gone far above the highest point to which he could achieve as a "heavy."

"They're keeping me busy," he says, "and I like it. Maybe soon they'll give me a chance to play a 'heavy' again, just for the change. I'd like that, I think, because it's harder to be funny consistently than it is to be serious."

"Marry The Girl" is a rollicking farce-comedy with an outstanding cast of talented and famed fun-makers. Among them are Frank McHugh, Hugh Herbert, Mary Boland, Auer, Carol Hughes, Allen Jenkins, Olin Howland, Alan Mowbray, Teddy Hart and Charles Judels.

William McGann directed the picture from a screen play by Sig Herzig, Pat C. Flick and Tom Reed, based on a novel by Edward Hope.

Of All Things

Hugh Herbert calling himself up on the phone and marvelling at the quick response.

* * *

Hugh thrilling himself to death with a Hi-Li game.

* * *

His rendition of Yankee and Southern airs on a mouth organ.

* * *

The drafting of the "mousey" secretary (Frank McHugh) for the job of managing a newspaper syndicate.

* * *

The antics of Mischa Auer as the arty Russian who rebels against the discomforts of an ordinary existence.

* * *

Hugh Herbert examining himself with a stethoscope in a sanitorium and the gongs, bangs, and gurgles he hears when testing his heart, lungs and head respectively.

* * *

Allen Jenkins as a gang-leader, putting Frank McHugh through the third degree for "muscling in" on his territory.

* * *

Mischa Auer, the mad "Rooshian," led on a wild-goose chase and protesting that he hates "goose."

* * *

The nutty newspaper editor who insists on getting the first colored section off the press so that he can make a fire hat out of it.

* * *

Put all their brains together in a sane cat, and the poor cat would go crazy.

Naturalism Is Mode Of Acting Today

Gestures And Expressions Are No Longer Necessary Says Frank Mc Hugh, Comic

"Neither Booth nor Barrett, two of the greatest actors ever to tread the boards, could get to first base on the stage or screen today."

Frank McHugh, exponent of realistic comedy, who is now starring for Warner Bros. in "Marry The Girl," at the ..... Theatre, following his triumph in "Three Men on a Horse," delivered this blast at dramatic tradition, illustrating it with gestures. Having been in the theatre for 30 of his 39 years, he ought to know whereof he speaks.

"They were the best of their time, but times have changed," McHugh continued. "They would be hooted off the stage if they were to appear today and, as far as the screen goes, I don't think they could get a test.

"Naturalism is the style today. Restraint and understatement help along. Those sweeping gestures and round expressions of eloquence of twenty and even ten years ago are out. It's realism that's in demand. An actor has to be a real person. There are still hang-overs from the old style, but the market in ham has dropped to a depression, almost a panic, level, as far as acting goes.

"It used to be elocution in a big way. Now it's acting the way people really are, in speech and gesture. This may be due to the advent of sound."

"Marry The Girl" is presented by an outstanding cast of talented and famed fun-makers. Among them are McHugh, Hugh Herbert, Mary Boland, Mischa Auer, Carol Hughes, Allen Jenkins, Olin Howland, Alan Mowbray, Teddy Hart and Charles Judels.

William McGann directed the picture from a screen play by Sig Herzig, Pat C. Flick and Tom Reed, based on a novel by Edward Hope.

Mischa Must Have Hats

Mischa Auer, playing a comedy role in "Marry the Girl," the Warner Bros. farce-comedy now on view at the ..... Theatre, always has twenty or more hats brought on to the set before he selects the one he is to wear in his next scene.

Star's Baby a Dancer

Carol Hughes and Frank Faylen, her husband, both film players, are teaching their tiny daughter, Katherine, tap dance routines. Katherine learned an entire routine to "Suwanee River" in one evening, Carol proudly told her fellow-players in "Marry The Girl," the Warner Bros. farce-comedy which comes to the.....Theatre on.....

Hugh Buys Glo-Worms

After seeing a despatch from Tokyo to the effect that prominent Nipponese there purchased glow-worms and used them for illumination. Hugh Herbert, currently in "Marry The Girl," at the .....Theatre, ordered a gross to use at a garden party.

Hollywood's Style Experts Say . . .

Bags are eye-catchers in Hollywood's accessories picture. . . . Olivia de Havilland matches hers to a hyacinth linen hat and bolero. . . . The bag is perfectly square and the linen is striped with strips of polished bamboo. . . . Rosalind Marquis couples her natural straw wagon wheel hat up with a pouchy bag of natural straw which is done up in the same kind of tile velvet ribbons as band on her hat. . . . Bette Davis has her summer frocks monogrammed with B. D. N. . . . An unusual monogram is embroidered in block letters high on the yoke of a hop-sacking dress. Without any heralding or ballyhoo, matching dolmans have come in as an important part of summer ensembles. . . . Doris Weston has one of brown crepe lined in a widely spaced print which she wears over a simple dress of the print. . . . Her brown straw pillbox repeats the colors of the print with flowerlike pompoms across the front. . . . Gertrude Michael wears a dress of Milo Anderson design which hits a new high for weight. . . . It is fashioned with two side trains, is gold-beaded from top to bottom and weighs forty pounds. . . . Her jewelry with the dress consists of two gold bracelets set with multi-colored gems and a matching combination cigarette case and vanity. . . . Raffia is the perfect medium for sports accessories. . . . Ann Nagel is a wizard at doing things with it and has made herself bracelets, and intricate belt sets of brick and green raffia and reed. . . . Linda Perry also has her handicraft. . . . She block prints her own scarfs so she can make sure of having an exclusive design. . . . It also helps her carry out the theme of a frock. . . . . . Lana Turner, amazing young lady who designs all of her own clothes, has concocted the most romantic afternoon dress of the season. . . . It is white organza redingote with bodice laced in black taffeta tubing over a lilac print on black backgrounded crepe. . . . Orry Kelly says the autumn evening gowns will require even sleeker long bobs than the Hollywood girls have been wearing this summer. . . . Glenda Farrell back in town and showing off a new dress on the set of "Adventurous Blonde." It's of cream-colored Rodier cloth studded with metal pin-head dots, fashioned with voluminous overskirt which can be converted into a sari. . . . Joan Blondell furthers the cause of the ever-popular princess styles by wearing a heavy pink taffeta princess evening coat in "The Perfect Specimen" and then having the same thing copied for her personal wardrobe in navy poplin. . . . Gloria Dickson, who has the leading feminine role in "They Won't Forget," tops her black sheer dinner dress with a sparkling white pique bolero. . . . A pleated "fishwife" skirt in pastel stripes and natural linen is Marcia Ralston's choice for sports. With it go natural linen sandals and tuck-in blouse. . . . Carol Hughes wears the most unusual evening gown of the season in "Marry The Girl" which comes to the ..... Theatre, on ..... It's made up entirely of white silk fringe in uneven tiers on white chiffon.

Mat No. 101—10c

Gentlemen prefer brunettes — when they're as lovely as Carol Hughes, charming comedienne who is featured in "Marry the Girl." Carol's bathing suit is white satin lastex with a beach design printed in tropical colors.

BELIEVE IT OR NUTS!
...THEY'RE FUGITIVES
FROM A BRAIN GANG!
Their keepers wouldn't keep 'em...
so we're turning 'em loose on you!
HUGH HERBERT
MARY BOLAND · MISCHA
AUER · ALLEN JENKINS
CAROL HUGHES · FRANK McHUGH
in
"Marry the Girl"
with Alan Mowbray • Teddy Hart
Directed by William McGann • A Warner Bros. Picture
THEATRE

252 Lines Mat No. 302—30c

108 Lines Mat No. 208—20c

HALF OF 'EM ARE CRAZY TO MARRY!
...THE OTHER HALF ARE JUST CRAZY!
"Marry the Girl"
with
ALAN MOWBRAY
• TEDDY HART •
Directed by Wm. McGann
A Warner Bros. Picture
MARY BOLAND · HUGH HERBERT · FRANK McHUGH
CAROL HUGHES · ALLEN JENKINS · MISCHA AUER

110 Lines Mat No. 209—20c

HALF OF 'EM ARE CRAZY TO MARRY! THE OTHER HALF ARE JUST CRAZY!
Marry her! Marry her! Woo-woo!... Nobody else will!
Don't marry her!... She's dippier than a roller-coaster!
Don't marry her! She's squirrel-bait, if you know what I mean!
Morry hor! Vhat can you lose... your mind? Eemp-possible!
MARY BOLAND
HUGH HERBERT
FRANK McHUGH
CAROL HUGHES
ALLEN JENKINS
MISCHA AUER
EVERYONE'S COOKOO IN
"Marry the Girl"
with
Alan Mowbray • Teddy Hart
Directed by William McGann
A WARNER BROS. PICTURE

237 Lines Mat No. 303—30c

THIS MAY LOOK LIKE A CUCKOO CLOCK TO YOU... But it's "Home, Sweet Home" to them!....
Bring your own soup! We're furnishing the nuts!
Mary Boland
Hugh Herbert
Frank McHugh
Carol Hughes
Allen Jenkins
Mischa Auer
"Marry the Girl"
with
Alan Mowbray • Teddy Hart
Directed by William McGann
A Warner Bros. Picture

134 Lines Mat No. 204—20c

66 Lines Mat No. 107—10c

LOOK OUT BELOW!
WE'RE LETTING 'EM GO!
THE BUGHOUSE WOULDN'T KEEP 'EM...SO WE PUT 'EM IN THIS SHOW!
EVERYONE'S COOKOO IN
"Marry the Girl"
MARY BOLAND
HUGH HERBERT · FRANK McHUGH · CAROL HUGHES
ALLEN JENKINS · MISCHA AUER
with Alan Mowbray • Teddy Hart
Directed by William McGann • A Warner Bros. Picture

200 Lines Mat No. 205—20c

HALL OF FUN
MARY BOLAND
HUGH HERBERT
FRANK McHUGH
HERE ARE SIX CRAZY REASONS FOR SEEING
"Marry the Girl"
with Alan Mowbray • Teddy Hart • Directed by William McGann • A Warner Bros. Picture
CAROL HUGHES
ALLEN JENKINS
MISCHA AUER

192 Lines Mat No. 206—20c

THEY'RE ON A MENTAL SIT-DOWN STRIKE!
GIVE ME LIBERTY ...OR A TICKET TO RENO!
SQUIRRELS... WOO-WOO! PUT MUZZLES ON 'EM!
MY HEAD HURTS! WHY DON'T THEY PAD MY CELL?
MARY BOLAND • HUGH HERBERT • FRANK McHUGH
CAROL HUGHES • ALLEN JENKINS • MISCHA AUER
TEE-HEE! I WANT HANDSOMER KEEPERS!
ALL I GOTTA SAY IS EVERY BODY'S NUTS!
I DEMAND MORE AUERS..AND LESS PAY!
"Marry the Girl"
with
Alan Mowbray • Teddy Hart
Directed by William McGann
A Warner Bros. Picture

140 Lines Mat No. 210—20c

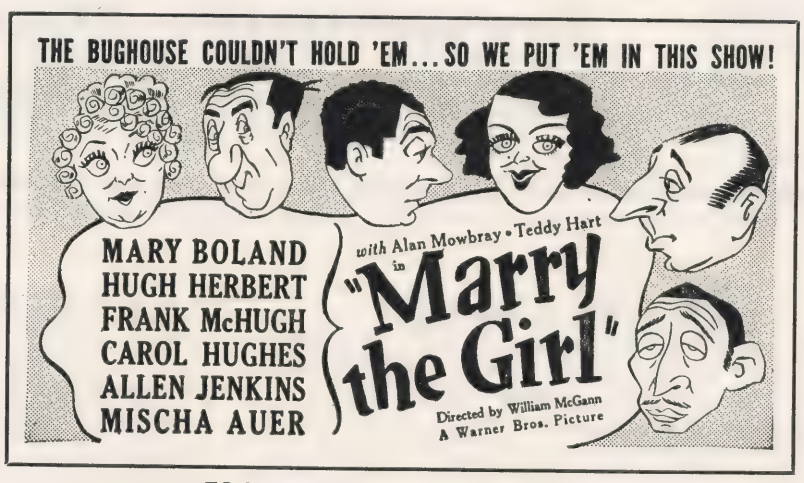
76 Lines Mat No. 108—10c

THEY'RE FUGITIVES FROM A BRAIN GANG!
"Marry the Girl"
MARY BOLAND · HUGH HERBERT · FRANK McHUGH
CAROL HUGHES · ALLEN JENKINS · MISCHA AUER
with Alan Mowbray • Teddy Hart • Directed by William McGann • A Warner Bros. Picture

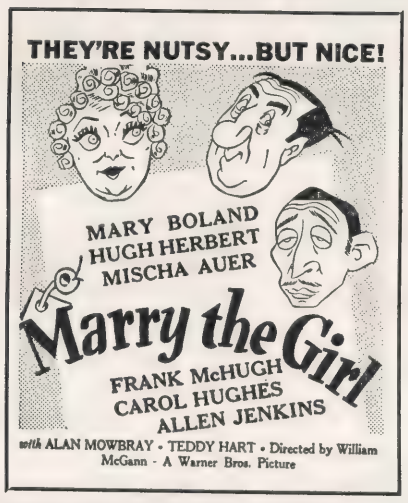
64 Lines Mat No. 207—20c

90 Lines Mat No. 203—20c

41 Lines Mat No. 111—10c



58 Lines Mat No. 211—20c



31 Lines Mat No. 110—10c

Bring Your Own Soup!.. We'll Furnish the Nuts!
MARY BOLAND
FRANK McHUGH
HUGH HERBERT
"Marry the Girl"
CAROL HUGHES
ALLEN JENKINS
MISCHA AUER
with ALAN MOWBRAY • TEDDY HART • Directed by William McGann • A Warner Bros. Picture

17 Lines Mat No. 112—10c

53 Lines Mat No. 109—10c

VITAPHONE SHORTS COMPLETE THE PICTURE

"SOUND DEFECTS" (Broadway Brevity) Rufe Davis, outstanding hillbilly comedian, supported by Irene Delroy of stage and screen fame, and other outstanding personalities.

(20 *minutes—No.* 2030)

"JACK DENNY AND HIS ORCHESTRA" (Melody Masters) Lilting tunes by the famous Jack Denny aggregation that will brighten any program.

(10 *minutes—No.* 2515)

"GATEWAY TO AFRICA" (Color-Tour Adventure) An interesting journey to land of Morocco as narrated by Howard Claney. A masterpiece of color photography!

(10 *minutes—No.* 2311)

"VAUDE-FESTIVAL" (Big Time Vaudeville) Fast paced vaudeville with Joe Biviano, Bob Dupont, Ross and Bennett and Fritz and Jean Herbert.

(10 *minutes—No.* 2611)

"PICTORIAL REVIEW No. 11" (Pictorial Revues) Interesting shots of dogs, the handling of milk and the manufacture of oriental rugs.

(10 *minutes—No.* 2411)

"STREAMLINED GRETA GREEN" (Merrie Melody) A screaming Merrie Melody comedy in gorgeous technicolor.

(8 *minutes—No.* 2212)

"PORKY AND GABBY" (Looney Tunes) A fast-moving round of grand comedy entertainment with Porky Pig going through his hilarious contortions.

(7 *minutes—No.* 2810)

Inexpensive Stunts For the Exhibitor To Use In Lobby Or In Newspapers

BRAIN GANG

A group of "zanies" going through the streets in lockstep with a sign: "We Are Fugitives From a Brain Gang But We're Right At Home in 'Marry the Girl' at the Strand Theatre" ought to give a chuckle to passersby. Dress them up with ball and chain, and striped uniforms. For lobby, might have artist insert heads of stars on prison uniforms, and surround with "Fugitive" gag line.

STAR CARICATURES

The eight caricatures of the stars of the picture appearing on the top of each page —those of Hugh Herbert, Mary Boland, Frank McHugh, Allen Jenkins, Mischa Auer, Carol Hughes, Hugh O'Connell, and Allan Mowbray—are available on one mat. Can be used in local newspapers or in your theatre program. Order Mat No. 304—30c from the Campaign Plan Editor, 321 West 44th Street, N. Y. C.

MAD ARTIST IN LOBBY

Mischa Auer plays a daffy Russian artist in the picture whose paintings are a hodge-podge of lines, colors, and weird drawings the likes of which would perplex even a "surrealist." For a lobby gag why not dress up someone in a typical artist costume, and let him "go to town" in his own peculiar way on the canvas. Line: "You might think he's crazy but wait till you see 'Marry the Girl'."

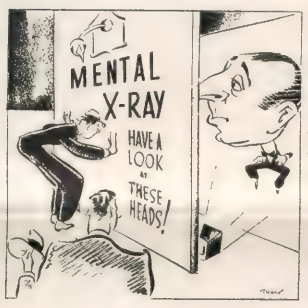
YE OLDE NUTTE STUNTES

Drag out all the gag stunts which have been used to sell mad comedy pictures. Here's a few of the more popular ones: Squirrel in cage on endless belt for lobby display; paper mache tree with cut-out heads of nutty cast made to look like nuts hanging from tree; ambulance drives up to front and receives patron who has gone crazy from laughing; plant walks streets with arm in sling "I fell out of my seat laughing"; and the laugh record used over your P.A. system for passersby attention. And of course the laugh-meter out front is always effective on laugh hits. Your files probably contain many more ideas which can be adapted to use here.

COMPLETE FROM SOUP TO NUTS

In your lobby set up a table with soup plates and all the correct tableware that goes with it. Seated at each chair place dummy figures of the daffy comics in picture. Copy nearby reads "From Soup to Nuts—all in the year's merriest comedy . . . "Marry the Girl." Another nutty lobby display could be built by using a metronome with an extra long arm. Have the arm swing slowly back and forth with a loud click. Copy on one side reads: "Soup" and on the other side—"Nuts." And why not borrow a straight jacket for display in your lobby. Just in case . . . Maybe you can use lines: *"Hugh is a funny guy"* and *"A Many Hughed Picture"* in your lobby displays.

LOOK AT COMIC HEADS



Invite patrons to have a close-up view of the heads of filmdom's wackiest comedians. Illustration shows how it can be done. Arrange display so that cut-out heads mounted on turntable revolves slowly bringing star comics under examination one at a time.

Would help get across the idea that this is the daffiest picture you ever played if you were to build a corner of lobby so that it looks like the entrance to a bughouse. If manager's office is in or near lobby, you might hang sign on door. *"First Aid — For Patrons Who Have Gone Crazy Laughing at 'Marry The Girl'."*

GAG FRONT

Putting up a good front may help sell some extra tickets. The funnier, the better for this laugh riot. Why not build a front showing Hugh Herbert with a shot gun in one hand and the other hand on Frank McHugh's shoulder who is in the arms of Carol Hughes. Expression on Herbert's face conveys the idea that McHugh should "Marry The Girl" . . . or else! Spot heads of other comics in cast around this center piece.

LAUGH AID

Remember the set of laughing stills we had available for your campaign on "Three Men on a Horse?" Well, you can still use them. Ought to give folks an idea of what a laugh riot you've got. They're swell for ads, blow-ups, heralds and displays—available in still or mat form. Order mat No. 501-B—50c, or five Laugh Stills (8" x 10") 10c each. Send orders to Campaign Plan Editor, 321 W. 44th St., N. Y. C.

"COMPLETE THE CARICATURES" NEWSPAPER CONTEST

Mischa Auer as the mad monk-ey, who doesn't care who makes a living for him!

This newspaper contest can be planted in the paper for two, three or six day breaks. Idea is to complete drawings with funny expressions. Six half column drawings on one mat. Order mat No. 207—20c from Campaign Plan Editor, 321 West 44th Street, N. Y. C.

Hugh Herbert as the eccentric publisher who prints comic sections because they make colorful fire hats!

Allen Jenkins as a tough nut—but he's safe—as long as they muzzle squirrels!

(*Newspaper lead*)

Complete Cartoons And Win Prizes

Our artist must have lost his head when he started to draw these caricatures of the screen's funniest comics. The player's heads are outlined and a few of their features drawn in, but it remains for you to really finish the sketch. So get out your pens and pencils and fill in the comic features so that the drawing will be complete. For the ten best sets, the Strand Theatre and this newspaper will award a pair of guest tickets to "Marry the Girl."

Carol Hughes as the kind who loves any kind of nuts, especially those that are cracked!

Mary Boland as the fuss-budget nutsy who wants liberty or a ticket to Reno!

Frank McHugh of the meeky nut variety, who stays out of the light 'cause he's afraid of his own shadow!

If It's A "Nutty" Campaign You're After Here Are Just the Items For You.

MOCK MARRIAGE

On a car decorated with old shoes and other marital equipment place one-sheets and ad copy from "Marry the Girl." An open car will provide a better chance for a display of crazy characters who ride around town with the bride. Through a P. A. system you can get over a steady stream of gags from the ads and other material relevant to local situations.

LOOK AT OUR COVER!

This stunt is good enough to be illustrated on the front cover, which ought to make things nice for you. A gang of local "nuts" dressed to represent characters from film with sign: *"Danger! Crazy People At Work"* and including title plug should make swell gag for street or in lobby. Or perhaps you'd just want to see the cover for illustration in your lobby or out in front.

JUST THE GIVEAWAYS

Be sure to capitalize on the nut angle by arranging for various appropriate giveaways. Give out little bags of nuts with tags telling folks that the nuts are from "Marry the Girl" coming to the Strand. Also, bags of nuts and bolts with an explanation that they are from a lot of screw-loose people in "Marry the Girl." Might add odd buttons to replace ones patrons lose while laughing.

FUNNIER THAN THE COMIC SHEET

Tie up with the promotional department of your local newspapers by furnishing pictures of the comedians reading the funnies. Stunt can be worked as a display in lobby with stills of the comedians hung on a background of funny papers. Or your artist might set up cutouts of the stars in attitudes of reading the funnies. Top off display with a hidden laugh record which sends out peals of laughter from behind cutouts. Use a copy and tag lines something like this *"Funnier than your favorite funnies," "The bughouse couldn't hold 'em . . . so we put 'em in this show," The funniest syndicate of comics to ever foist themselves on a laugh-mad public," etc.*

ATTRACT LOBBYISTS WITH THESE

You can play up the crazy cartoonist angle by having your artist draw a series of line drawings of some of the situations in the pictures. Drawings are placed in frames to represent a comic strip. Stunt can be animated by placing light bulbs at rear.

Another stunt that is adaptable for use in lobby is the jar of nuts which is placed on display for patrons to guess the number of nuts therein. If you can get hold of some straight jackets, display them in lobby with tag lines something like these *"The nuts in 'Marry the Girl' jumped right out of these," "Believe it or nuts, they're fugitives from a brain gang," etc.*

DESIGNED FOR LOBBY

The stunt illustrated at the left is designed to catch both eye and ear attention. The clock is made of compo board and can be mounted in lobby or out front. Attach stills of the principals on a scene-changing device so that a series of constantly changing pictures is presented to the tune of a mechanical cuckoo.

From the ad copy your artist can reproduce a miniature hall of fun as a lobby display. The heads of the players are mounted on pedestals underneath which you run lines of ad copy and nutty biographical notes. For a title to the exhibit you might use something like "Believe it or Nuts" etc.

IRATE FATHER

Dress up a stooge in the traditional father-in-law-to-be attire with a shot gun, etc., and have him stalk up and down in front of theatre. Sandwich sign over his shoulder plugs the picture.

Plant item in local gossip column to the effect that McHugh, Herbert, and Hughes "Auer" thata way in "Marry the Girl."

In your lobby mount a compo board hand the ring finger of which is extended upward. Have your artist fashion some cardboard rings painted with gold gilt and give them to patrons to toss at the ring finger. Those who succeed in placing a ring on the finger get ducats to "Marry the Girl."

3 STREET STUNTS

For a moving bally, mount cutouts of Hugh Herbert (with a gun) leading Frank McHugh and Carol Hughes. Cutouts are carried about on a truck with posters and a P. A. system.

For street ballys get hold of a horse and rider and send them about town with tag lines like *"I'm on a bridal path to 'Marry the Girl' at the Strand.* Or you might have an unsaddled horse led through the streets with a sign reading *"You can't bridle me, I've just seen 'Marry the Girl' at the Strand."*

A mock marriage in which all the participants are dressed as caricatures of the actors might be arranged. Have the procession pass down the street with signs from "Marry the Girl."

STORE TIE-UP SUGGESTIONS

Take advantage of the Hi-Li rage by placing stills of Hugh Herbert in toy shop windows. Still No. MG 14 shows Herbert playing the game. Still No. MG Pub. S shows Herbert playing a mouth organ, appropriate for music shop window.

In your tie-up with a nut shop try using this copy on the counter: *"There are more like these in 'Marry the Girl.'"*

Tie up with a florist and plug title with line *"Say it with flowers and—'Marry the Girl'."*

In a jeweler's shop plant a line *"If you 'Marry the Girl,' get your ring here," etc.*

Order all stills from Campaign Plan Editor, 321 West 44th St., New York City.

STARS SEEN THRU BUGHOUSE DOOR

Have your artist make up a compo board set to represent the entrance to a bughouse. In the doorway of the house place cutouts of the characters. Cutouts can be made to pass the door by setting them on a moving turntable. Place a laugh record inside so that loud guffaws accompany the caricatures as they pass in and out of sight — could have man dressed in uniform of an asylum guard to prowl up and down in front of bughouse entrance. Ad copy reads *"They'll never leave the bughouse door open again. They're all in 'Marry the Girl'."*

RENT ACCESSORIES

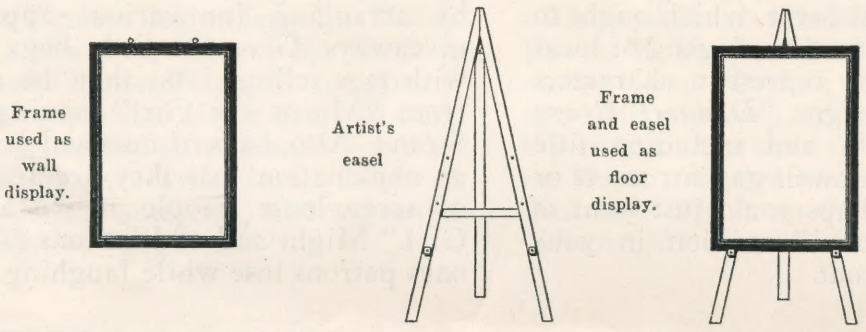
Warner Bros. presents a new type of combination lobby frame, to be known as

FLOOR-AND-WALL STUDIO FRAME

The frame is composed of two parts: one, the frame itself; two, a separate easel on which it stands. As a floor display, the frame is used in conjunction with the easel as shown in the illustration. When occasion demands, frames may be hung on the wall. There are brass hooks in back of each frame to facilitate hanging.

PRICES: 40 x 60, complete with easel, $10.00 each.
One-Sheet size, complete with easel, $5.00 each.

See samples at your Vitagraph Exchange. Order directly from your Vitagraph Ad Salesman.



ONE-SHEET
RENTAL .....8c ea.

THREE-SHEET
RENTAL .....24c ea.

SPECIAL QUANTITY PRICES

(The following prices are quoted to the exhibitor only under condition that these posters are to be used for posting or sniping in connection with the advertising of "Marry the Girl."

ONE-SHEETS
50 to 99.....11c ea.
100 & over..... 9c ea.

THREE-SHEETS
50 to 99.....32c ea.
100 & over.....28c ea.

SIX-SHEETS
25 to 49.....30c ea.
50 to 99.....70c ea.
100 & over.....60c ea.

SIX-SHEET
RENTAL .....48c ea.

COLORED
22
x
28's
●
RENTAL:
20c EACH

INSERT CARD
RENTAL .....12c ea.

COLORED
11
x
14's
●
SET OF 8
Rental: 35c

6" x 9" HERALD

PRICES:
$1.75 per M 5M AND OVER • **$2.00 per M** LESS THAN 5M

BELIEVE IT OR NUTS! THEY'RE FUGITIVES FROM A BRAIN GANG!
FRANK McHUGH
CAROL HUGHES
MISCHA AUER
MARY BOLAND
HUGH HERBERT
ALLEN JENKINS
The bughouse wouldn't keep 'em so we put 'em in this show! . . . You'll wake up and laugh when we turn these mad comedians loose on a perfectly defenseless screen in
MARRY the GIRL
with
ALAN MOWBRAY
TEDDY HART
Directed by WILLIAM McGANN
A WARNER BROS. PICTURE
Bring your own soup . . . we'll furnish the nuts for this six-course laugh-riot!

Here's a reproduction of the actual herald. Printing is limited to one color which makes it possible to give you such a good price.
Copy is reproduced horizontally so that you can fold this herald and turn it into a program, imprinting the "front cover" with your entire week's show and selling the "back cover" for an ad to help pay the cost of this herald.

11" x 14" COLOR-GLOS AUTOGRAPHED STAR PORTRAITS

HUGH HERBERT

PRICES:

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"A young girl has been murdered. There's a lot of people in this town that have daughters that age. They want a conviction. I'm going to give them one," thunders prosecutor Andy Griffin (played by Claude Rains). Strong suspicion points to Robert Hale, the young girl's teacher, (played by Edward Norris, second from right).

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